

ISHA MODI

Female, 21

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EDUCATIONAL QUALIFICATION:

| YEAR | INSTITUTE | EXAM/ COURSE | SCORE |
|-------------|---|------------------------|-----------|
| 2022 - 2025 | Kristu Jayanti University, Bengaluru | BBA | 8.03 CGPA |
| 2021-2022 | Ashoka Hall Girls' Higher Secondary School, Kolkata | CBSE, 12 th | 81.6 % |
| 2019-2020 | D.A.V Public School, Raniganj | CBSE, 10 th | 85.4% |

CERTIFICATIONS AND COURSES:

| PLATFORM | FIELD/ AREA | |
|--------------|----------------------|---|
| Post Digital | Digital Marketing | Completed a Digital Marketing certification course with hands-on training in SEO, SEM, Google Ads, and social media marketing. The course provided practical exposure to content creation, campaign management, and online branding strategies, along with the use of digital tools and analytics for tracking performance and driving data-driven marketing decisions. |
| SWAYAM | Marketing Management | Completed a certificate course in Marketing Management from SWAYAM, gaining knowledge in marketing strategies, consumer behavior, and business development. |
| Udemy | Financial Analyst | Completed a Financial Analyst course with focus on Excel, financial statements, ratio analysis, valuation (NPV), and industry analysis, along with presentation and reporting skills in PowerPoint. |

Internship :

| Company | Role | |
|--|-----------------------------|--|
| Maple Realtor August 2024-September 2024 | Business Development Intern | Conducted lead generation through various channels including cold calling, social media outreach, and property listing platforms, contributing to a 15% increase in potential client engagement. Qualified and nurtured leads by understanding customer requirements, resulting in improved conversion rates for the sales team. Maintained and updated CRM with lead information and interaction history to ensure seamless follow-up and data accuracy. |
| Kotak Life June 2024-July 2024 | HR Intern | Assisted in end-to-end recruitment processes including screening resumes, conducting initial candidate outreach, and scheduling interviews for various roles. Identified and shortlisted potential candidates through job portals and internal databases to support business hiring needs. Maintained and updated candidate information in Excel sheets and HR management systems to ensure accurate tracking and reporting. |
| CRY NGO April 2024-May 2024 | Research Intern | Conducted in-depth research on child welfare policies, educational programs, and community outreach strategies to support CRY's advocacy and program development initiatives. Analyzed organizational structure, operational models, and impact metrics to provide insights for improving internal processes and outreach effectiveness. Compiled data from credible sources and presented findings in structured reports to aid decision-making for future campaigns and interventions. |

EXTRA CURRICULAR ACTIVITIES:

| | | |
|--------------------------|---------------------|---|
| August 2023-October 2023 | CRY NGO (Volunteer) | Actively contributed to initiatives focused on eradicating illiteracy among underprivileged children. Supported educational programs, community outreach, and awareness campaigns to promote access to quality education. |
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OTHER INFORMATION:

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|--------------------|---|
| HARD SKILLS | <ul style="list-style-type: none"> • Intermediate Knowledge of MS Office, especially MS- Excel and MS – Word. • Intermediate Knowledge of SQL. • Intermediate knowledge of Canva. |
| SOFT SKILLS | <ul style="list-style-type: none"> • Effective communication and active listening skills • Quick learner • Leadership skills • Time management and multi-tasking • Flexible to adapt to changes • Attention to detail |